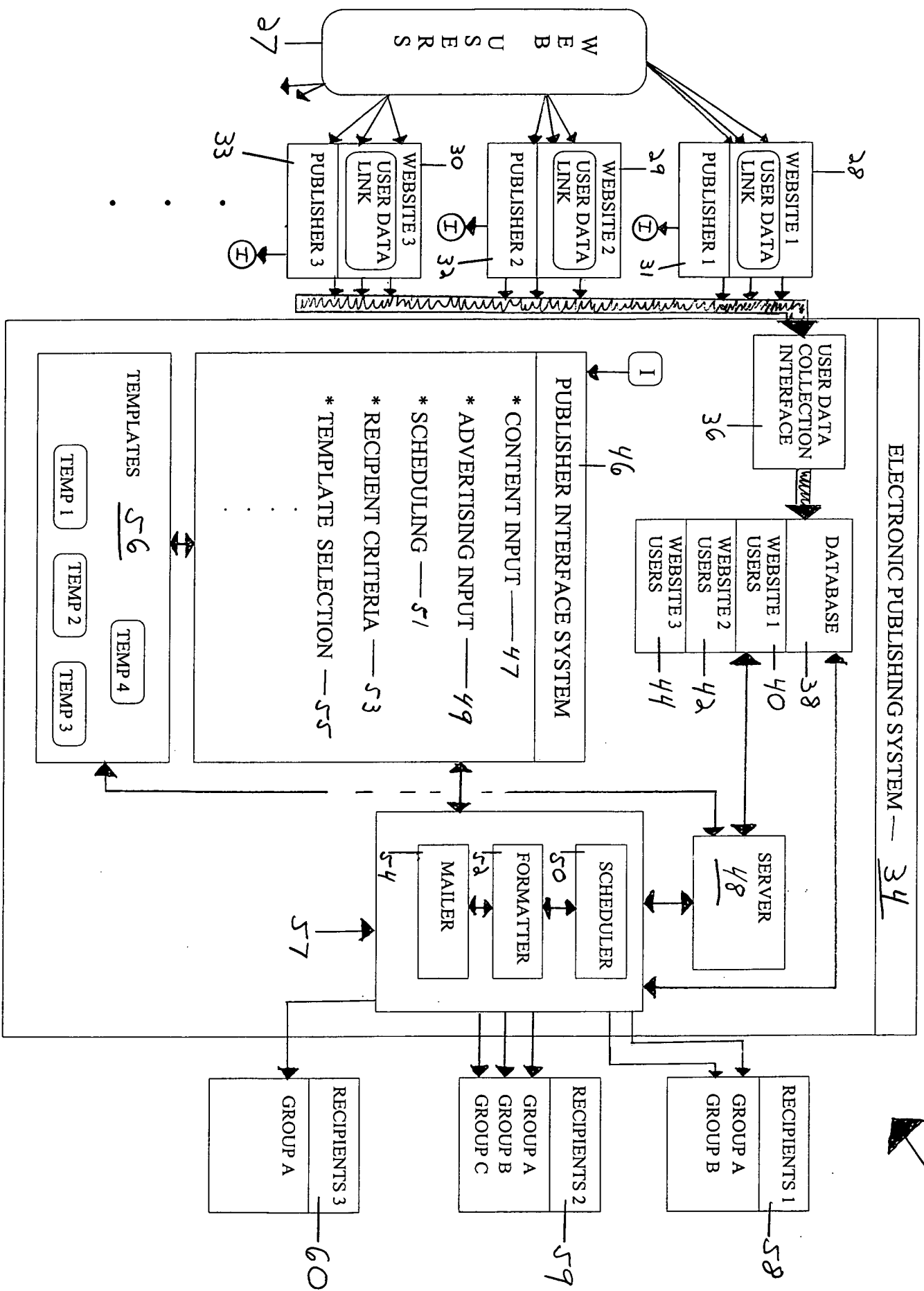


26



```
graph TD
    50[SCHEDULER  
• MECHANISM FOR COMPARING  
DESIGNATED RECIPIENT CRITERIA  
TO USER DATA IN DATABASE  
• MECHANISM FOR GROUPING  
ADVERTISEMENTS WITH  
CONTENT]
    38((DATABASE))
    52[FORMATTED  
• MECHANISM FOR GENERATING A  
MESSAGE BASED ON MESSAGE  
SPECIFICATION AND INFORMATION  
• MECHANISM FOR ACCESSING  
SERVER TO OBTAIN  
SCRIPTING LANGUAGE]
    54[MAILER  
• MECHANISM FOR SENDING  
MESSAGE BASED ON  
MESSAGE SPECIFICATION]
    48[SERVER  
• SCRIPTING LANGUAGE  
• MECHANISM FOR  
ACCESSING DATABASE  
• MECHANISM FOR  
ACCESSING TEMPLATES]
    56[TEMPLATES]
    62[ENVELOPE]

    38 --> 50
    38 --> 52
    52 --> 38
    52 --> 54
    52 --> 48
    54 --> 48
    54 --> 62
    48 --> 38
    48 --> 56
    56 --> 48
```

Fig. 3

DELETED PAGE

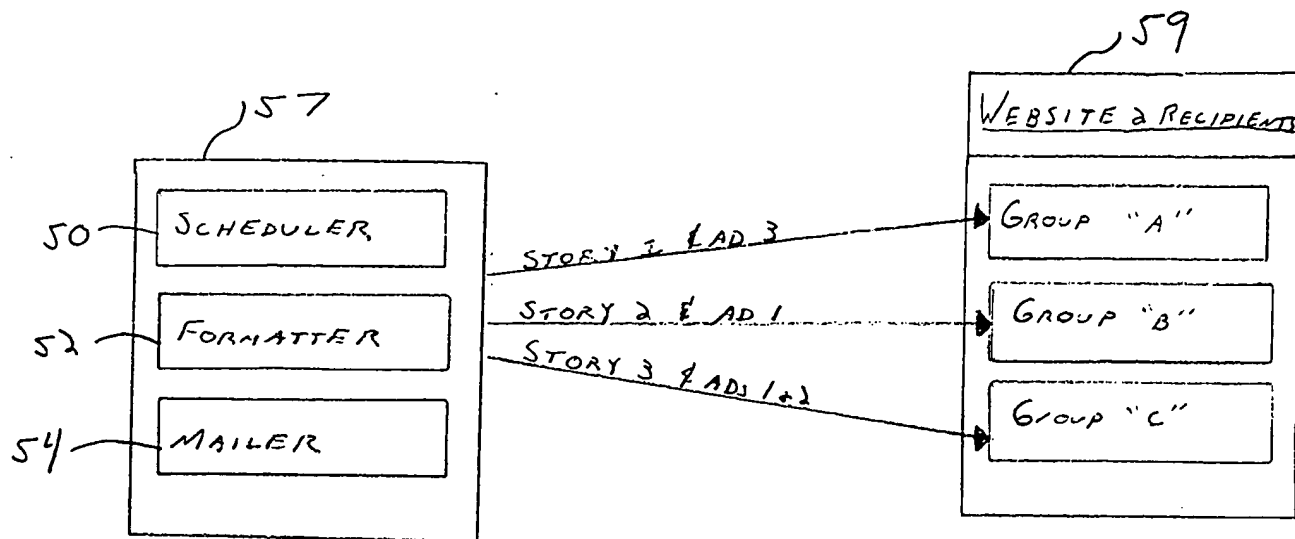


FIG. 4

informz**System
Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Brand Information**Brand Settings Customize Your brand information!News Types Set up the types of information you wish to send to your subscribers.Demographics Set up the types of Demographics for your users.Target Groups Set up subscriber target groups.Personalization Set up the items to allow personalized mailings to be create for each user.Colors Add/modify/delete colors to/from the system.Fonts Add/modify/delete fonts to/from the system.**Users**Authorized Users Add, Modify, or Remove Authorized Users.**Subscription Settings**Description Description of mailing services for this brand that the subscriber will be able to read.Privacy Statement Description of privacy for this brand that the subscriber will be able to read.What You Get Description of what the subscriber gets for this brand that the subscriber will be able to read.Examples Examples of mailings for the subscriber to view.

FIG. 5

informz System Administration

Help! Informz.com

Admin
Reports
Mailings
Ads

News Types

| | | |
|------------------------------------|-------------------------------------|-----|
| Community Events | <input checked="" type="checkbox"/> | 116 |
| General Information | <input checked="" type="checkbox"/> | 113 |
| Health Watch | <input checked="" type="checkbox"/> | 121 |
| Live @ Issue | <input checked="" type="checkbox"/> | |
| News | <input checked="" type="checkbox"/> | |
| On TV | <input checked="" type="checkbox"/> | |
| Sports | <input checked="" type="checkbox"/> | |
| StormCenter Alerts | <input checked="" type="checkbox"/> | |
| Welcome | <input checked="" type="checkbox"/> | |
| <input type="button" value="Add"/> | | 117 |

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DOCTED-THREES

FIG. 6

informz System Administration

Help! Informz.com

Admin
Reports
Mailings
Ads

Edit News Type

Name: Community Events 118

Link: <http://www.nbc10.com/tvsd/community/index> 120

Rank: 1 124

Description:

Display: ☒ 126

Priority: 1

Update 130

119

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FIG. 7

informz**System
Administration**

132

**Help!****Informz.com****Admin****Reports****Mailings****Ads****Demographics Category**

133

| Name | Required | Sorting Sequence | Modify | Delete | Demographics |
|--|----------|---------------------|--------|--------|--------------|
| Age | No | 1 | | | |
| Gender | No | 2 | | | |
| Have you heard of NBC 10 InstaSports? | No | 3 | | | |
| Which newscast do you watch the most? | Yes | 4 | | | |

135

Add

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134

Fig. 8

informz System Administration

Help! Informz.com

Admin
Reports
Mailings
Ads

Demographic Category

Name

Age ~ 138

Description

Required ☐ ~ 142

Sequence ☐ 1 ~ 144

Update ~ 146

136

140







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FIG. 9

148

informz**System Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Personal Information**

149

| Name | Required | Sorting Sequence | Modify | Delete |
|------------|----------|------------------|---|---|
| First Name | Yes | 1 |  |  |
| Last Name | Yes | 2 |  |  |
| Zip Code | Yes | 3 |  |  |

151

Add

150

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FIG. 10

informz System Administration 152

Help! Informz.com

Personal Info Details

Name

First Name ~ 154

Description 156

Required: ~ 158

Sequence: 1 ~ 160

Update ~ 162

Admin

Reports

Mailings

Ads

CODED - T-TH-60

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Fig. 11

164

informz **System Administration**

Help! **Informz.com**

Admin
Reports
Mailings
Ads

| Active Targets | |
|----------------|---|
| Name | Modify Delete |
| HWD |   |

Add

165
163
166

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FIG. 12

informz**System
Administration**

168

Help!**Informz.com****Admin****Reports****Mailings****Ads****Modify Target Group Configuration**

Name: HWD ~ 170

Operator: ☐ ☐ ☒
172 Not And Or**Add/Remove Values**Show Values: ☐ News
176 ☐ Demographic
☐ Compound
☒ All

Value: NEWS : News 174

Add ~ 178

Demographic

Gender : Female

[delete]

Demographic

Age : 26 - 35

[delete]

Update**Cancel**©1999 Visionary Software Solutions, Inc.
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180

FIG. 13

informz

System Administration

200

Help!

Informz.com


























Admin

Reports

Mailings

Ads

Mailings

| Name | Type | Format | Content | Modify | Ads | Test | Public |
|---------------------|----------------|----------------|---|---|---|---|---|
| Testing LocalUpdate | Send Once | WCAU-Newspaper |  |  |  |  |  |
| HWD | On Hold | WCAU-Newspaper |  |  |  |  |  |
| Welcome | When Subscribe | WCAU-Newspaper |  |  |  |  |  |
| News Update... | Send Once | WCAU-Newspaper |  |  |  |  |  |
| StormCenter Alerts | On Hold | WCAU-Newspaper |  |  |  |  |  |

Add Mailing

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218

FIG. 14

informz**System****System****Administration**

↖ 220

Help!**Informz.com****Admin****Reports****Mailing****Ads****Mailing Details**Name: ~ 222

Schedule ~ 224

☐ Send At: Date: Time:
☐ Daily
☐ or ☐ M ☐ Tu ☐ W ☐ Th ☐ F ☐ Sa ☐ Su Time:
☐ Weekly

☐ After someone subscribes minutes

☐ Hold - do not schedule

Images ~ 226

☐ Attach

Template

Format: ☐ Start Month Day Year Table of
Date: Contents ☐

Subject ~ 220

Email: Pager: ~ 222

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FIG. 15

informz**System
Administration****Help!****informz.com****Admin****Reports****Mailings****Ads****News Details**

Mailing

HWD

Title

Summary**Type**

HWD

Rank — 242

1 (1=highest, 5=lowest)

Image File — 244

Directory:

Upload

- or -

URL:

Process

Height:

pixels

Width:

pixels

Placement: Left

Pager — 246

Send Pager? Yes

Pager Version:

* If you leave the Pager Version blank, the News Title will be used.

News Link — 248

Directory:

Upload

- or -

URL:

*This is the webpage or document that the user will be sent to upon clicking the title or image.

Update

FIG. 16

250

DOCTED - THESES

informz System Administration

Help! Informz.com

Admin
Reports
Mailings
Ads

Advertisement Details

Name

Text

Link

Graphics

Image:

- or -

HTML:

Pager

252

256

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FIG. 17

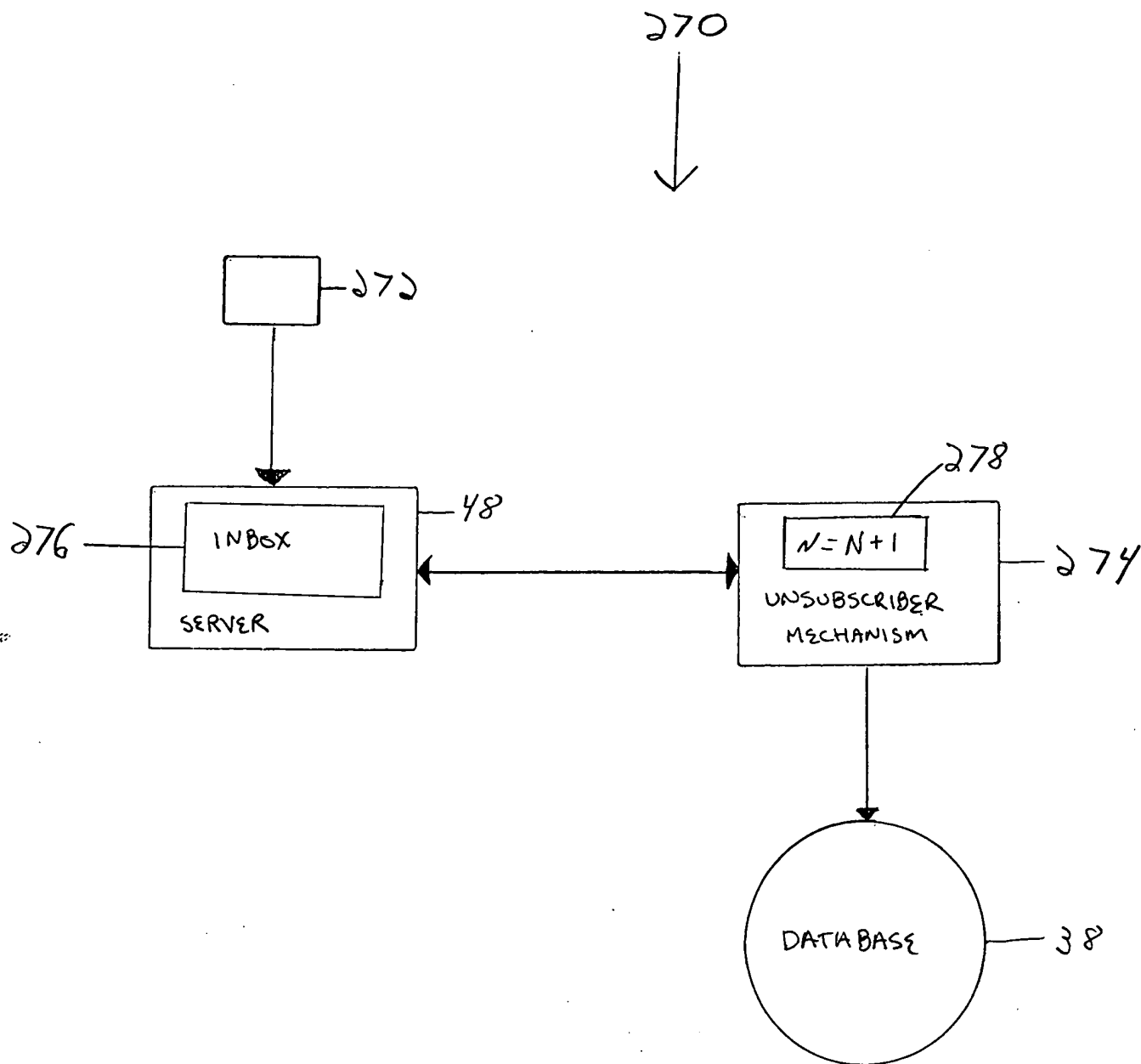


FIG. 18

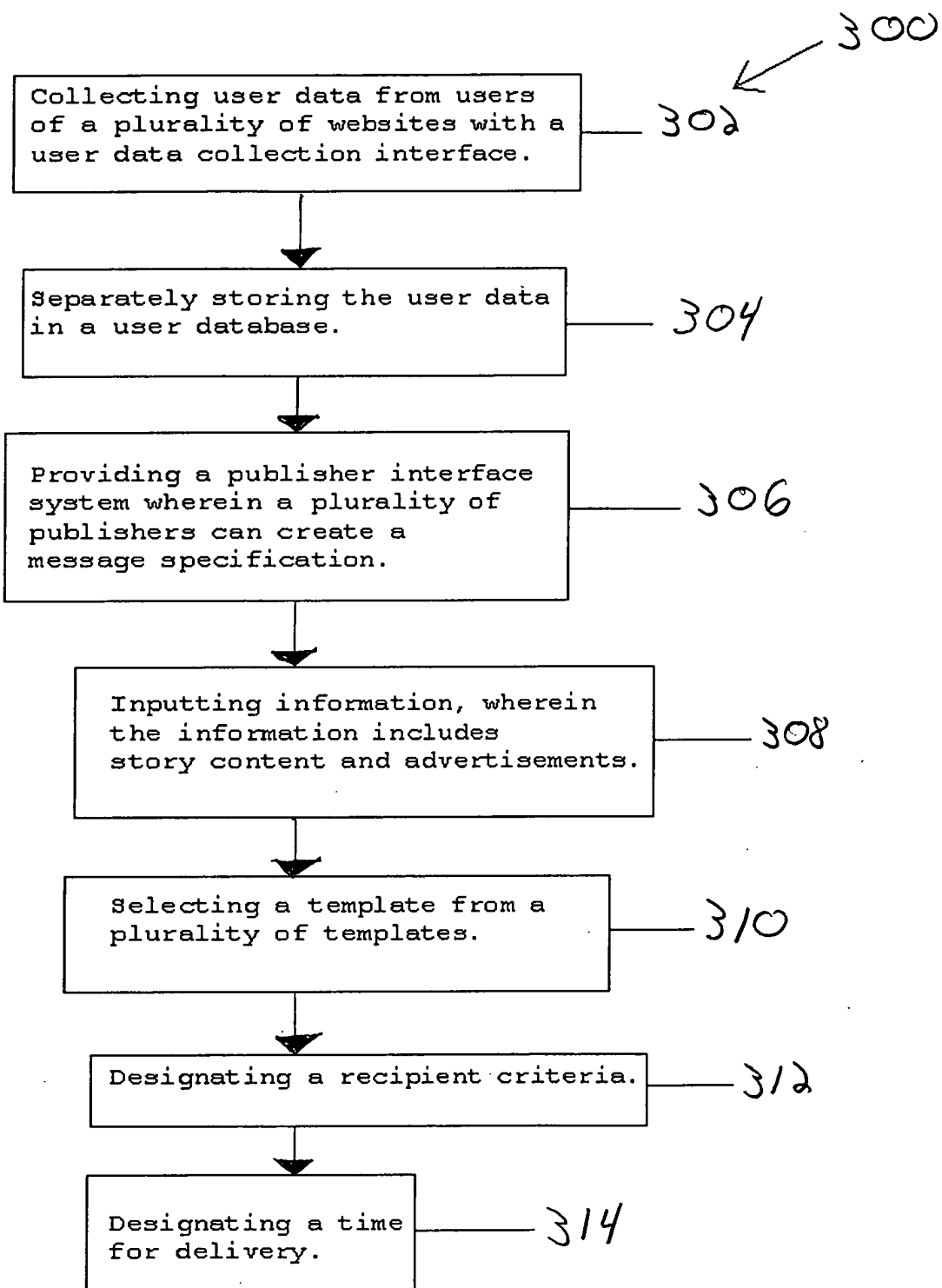


FIG. 19

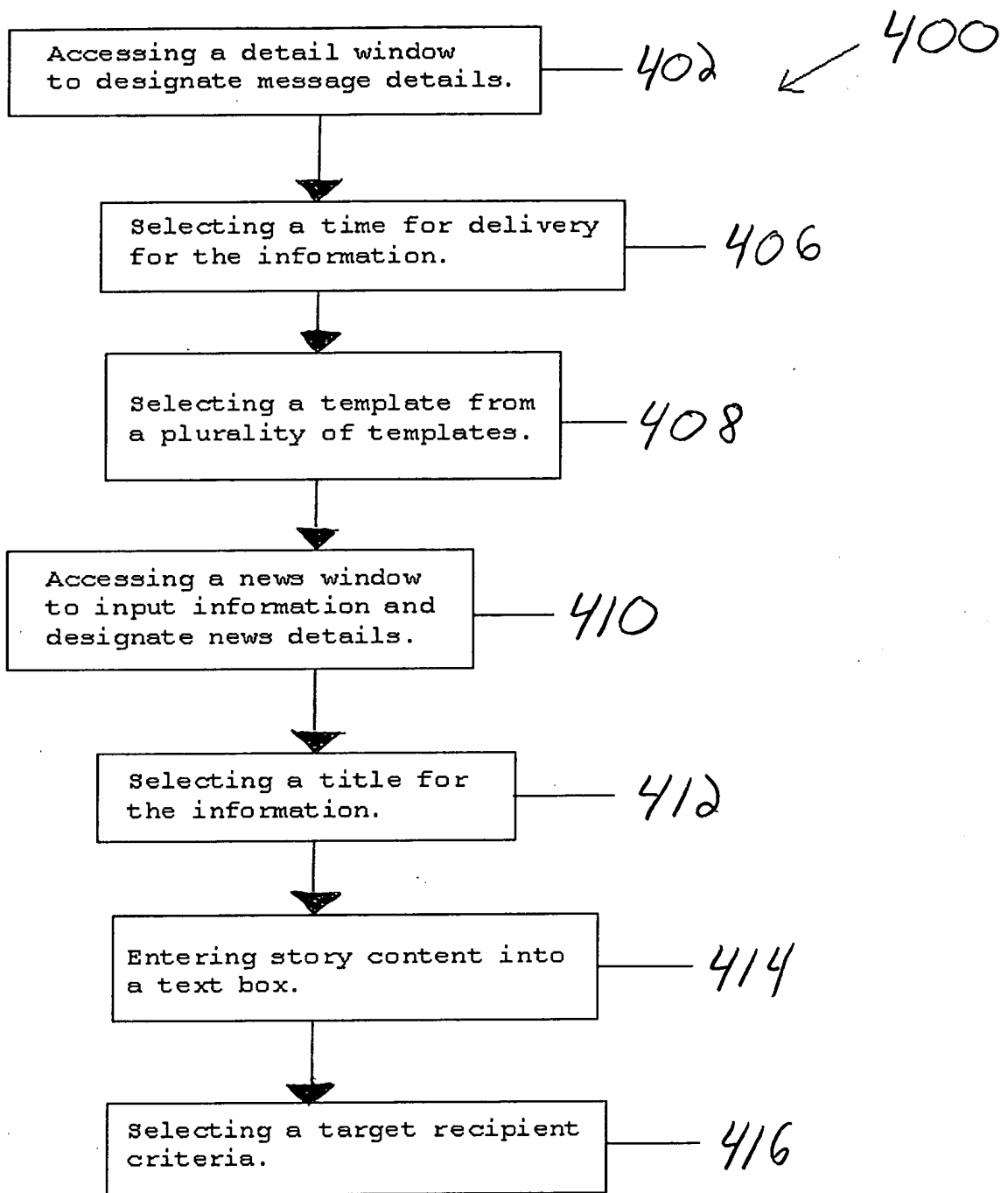


FIG. 20